

Search reports and help

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CUSTOMIZATION

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AUDIENCE

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Audiences NEW

User Explorer

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Users Flow

ACQUISITION

BEHAVIOR

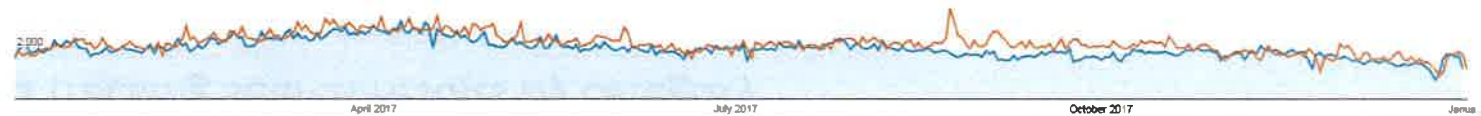
DISCOVER

ADMIN

Jan 1, 2017 - Dec 31, 2017: ● Users

Jan 1, 2016 - Dec 31, 2016: ● Users

4,000



Users

-9.83%

476,306 vs 529,256



New Users

-9.23%

471,693 vs 519,649



Sessions

-8.93%

639,610 vs 702,305



Number of Sessions per User

1.01%

1.34 vs 1.33



Pageviews

38.19%

3,050,951 vs 2,207,740



Pages / Session

51.74%

4.77 vs 3.14



Avg. Session Duration

-3.40%

00:02:45 vs 00:02:50



Bounce Rate

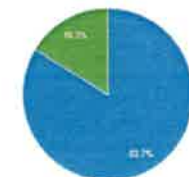
5.42%

51.06% vs 49.43%

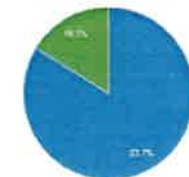


■ New Visitor ■ Returning Visitor

Jan 1, 2017 - Dec 31, 2017



Jan 1, 2016 - Dec 31, 2016



Demographics

Language

Country

City

System

Browser

Operating System

Service Provider

Language

1. en-us

Jan 1, 2017 - Dec 31, 2017

Jan 1, 2016 - Dec 31, 2016

% Change

2. en-gb

Jan 1, 2017 - Dec 31, 2017

Jan 1, 2016 - Dec 31, 2016

Users % Users

424,033 88.84%

466,857 88.10%

-9.17% 0.85%

6,421 1.35%

6,671 1.26%

2017 Website Stats Analysis

- New users down by 9% primarily due to 52% decrease in referral traffic
 - Pages that link to the fashiondistrict.org are not getting as much traffic (53%)
 - Decrease in content marketing – blog posts, social media clicks (29%)
 - 6.4% decrease in organic traffic search (i.e. Google search)
 - 5.1% decrease in direct traffic (typed in fashiondistrict.org)
- 38.19% increase in pageviews
 - Started tracking search results by category

Demographics

- Sex
 - 72.6% Female
- Age
 - 23.81% - Ages 18-24
 - 32.79% - Ages 25-34
 - 21.69% - Ages 35-44
- Language
 - 90% English
- Location
 - 88.4% USA
 - 1.76% Mexico
 - 1.16% Canada
 - .62% South Korea

Interests

Interests: Overview

SAVE EXPORT SHARE INTELLIGENCE

All Users
+0.00% Users

+ Add Segment

Jan 1, 2017 - Dec 31, 2017
Compare to: Jan 1, 2016 - Dec 31, 2016

Key Metric: Users

Affinity Category (reach)

64.78% of total users

3.34%		News & Politics/News Junkies/Entertainment & Celebrity News Junkies
-13.03%		
3.31%		Media & Entertainment/Movie Lovers
-22.85%		
3.20%		Shoppers/Shopaholics
-15.36%		
2.67%		Beauty & Wellness/Beauty Mavens
10.86%		
2.57%		Food & Dining/Foodies
66.56%		
2.56%		Lifestyles & Hobbies/Fashionistas
51.19%		
2.54%		Home & Garden/Home Decor Enthusiasts
-6.16%		
2.53%		Media & Entertainment/TV Lovers
-28.92%		
2.51%		Media & Entertainment/Music Lovers
22.36%		
2.49%		Lifestyles & Hobbies/Family-Focused
26.03%		

In-Market Segment

60.50% of total users

3.83%		Travel/Hotels & Accommodations
-4.94%		
2.70%		Travel/Air Travel
3.72%		
2.51%		Apparel & Accessories/Women's Apparel
7.61%		
2.33%		Employment
-14.16%		
1.86%		Home & Garden/Home Decor
17.97%		
1.69%		Apparel & Accessories
-28.59%		
1.60%		Real Estate/Residential Properties/Residential Properties (For Sale)
-15.71%		
1.59%		Home & Garden/Home Furnishings
-6.74%		
1.55%		Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
-10.99%		
1.50%		Education/Post-Secondary Education
-11.52%		

Interests



- Affinity Categories: Top-level categories group based on mixed activities
- In-Market Segment: Categories or products users are also in the market to purchase
- Other Categories: Categories users are also interested in browsing

Most Viewed Pages 2016 vs. 2017

1. Map
2. Search Wholesalers
3. Wholesale Business
4. Retail Shopping
5. Business Directory
6. Santee Alley
7. Fabrics & Notions
8. Visitor Info
9. Business Hours

1. Directory Search: Clothing Category
2. Retail Shopping
3. Map
4. Wholesale Business
5. Directory Search: Bridal & Wedding
6. Search Wholesalers
7. Santee Alley
8. Fabrics & Notions
9. Visitor Info



52,299 Total Followers

4,227 New Followers

58.9% decrease in new followers compared to new followers in 2016



23,317 Total Followers

5,295 New Followers

38% decrease in new followers compared to new followers in 2016



9,842 Total Followers

558 New Followers

52% decrease in new followers compared to new followers in 2016



Average reach of 24,000



Inactive

2018 Marketing Plan

- Q1
 - Brand rollout
 - Strategize Communications
 - Q1 Newsletter/Trend Report
 - Street Banners
 - Annual Meeting Planning
 - Website Audit
 - Wholesale Strategy
- Q2
 - Street Banners
 - Infographics
 - Development Map
 - Update Press Kit
 - Annual Meeting
 - Fashion District Guides (blog)
- Q3
 - Website Redesign (RFP)
 - Wholesale Strategy
 - Ambassador Toolkit
 - 2Q Newsletter/Trend Report
 - Urban Dinner Party Prep
- Q4
 - Fashion District Guides (blog)
 - Web Redesign (launch)
 - Urban Dinner Party Prep & Execution
 - 3Q Newsletter/Trend Report
- Q4
 - Santee Winter Wonderland Prep & Execution
 - Q4 Newsletter/Trend Report